

Personnel Matters

Volume 3

2/1/2010

Local Health Personnel Branch

The 7 C's of Communication

Communication begins at the start of your work day and ends at bedtime. The impact of effective communication touches all aspects of an individual's life daily. Consider the 7 C's of communication and evaluate your own communication skills to become a more effective communicator and listener.

1. **Correctness:** Correctness means that there is no mistake of content. All information should be accurate and timely. In our messages we should include fact words and figures, writing should be perfect and clean, language should be of correct level and there should be proper grammar punctuation, spelling and paragraphing.
2. **Completeness:** It means that our message should include all necessary facts and background information. It should include everything the listener needs for the reaction we desire. We must include all information which our listener wants, answer all questions, and give examples if necessary.
3. **Conciseness:** Conciseness means to convey information with the fewest possible words. We should keep in mind the listener's knowledge of the subject and their time constraints, so our message will be complete without being wordy.
4. **Clarity:** Clarity means that we have a definite purpose and must make sure it is clearly communicated up front. Clarity demands that each and every point and aspect of our message should be clear to the listener.
5. **Consistent:** Consistency means to be free of variation or contradiction. A consistent message remains constant to all co-workers. The overall mission of the business or project must be communicated with regularity and coherence.
6. **Courtesy:** Courtesy means to show our expressions and respect to the listener. A courteous message strengthens present relationships and makes new friends. We should answer our mail and messages promptly. A courteous message is always effective because it shows respect and sincerity.
7. **Consideration:** Consideration means to keep the message to the listener in mind. We should try to visualize our listener's desires, problems, emotions, circumstances, and possible reaction to our request.

Effective communication is a skill that one must continuously develop. It is an essential skill for managers, supervisors, and co-workers to possess in order for the business and workplace to survive. The mastery of the 7 C's will improve productivity and resolve many conflicts in the workplace.